



Tech Stacks Won't Save Marketing — Interoperability Will.

Key Takeaways from LiveRamp's 2025 *RampUp* Conference

The Marketing Status Quo is Broken. Here's How to Start Fixing It.

Another *RampUp* is in the books, and one thing is clear: marketers who aren't fundamentally rethinking their data and technology strategies will be left behind.

As one of the most prominent gatherings of brand and agency leaders, LiveRamp's annual event in San Francisco made one point abundantly clear — interoperability, collaboration, and AI-driven intelligence aren't just buzzwords. They're the new table stakes. The marketing ecosystem is evolving fast, and the old way of doing things — fragmented measurement, siloed data, and disconnected media strategies — won't cut it anymore.

The marketer's dilemma is what to do next: there is so much to test ... even more to learn.

The reality is that each brand and marketer is on a transformation journey and there are no silver bullets to solve all the ways marketing needs to evolve. No matter what an AI company is pitching you.

With the AI goldrush happening and explosion of solutions, it's easy for brands to fall into analysis paralysis.

Here are some of our key takeaways from RampUp on how brands can start (or continue)...

1 Stop Ripping and Replacing. Start Connecting.

Scott Howe, CEO of LiveRamp, put it bluntly: the industry's obsession with ripping and replacing tech stacks is misguided. Instead of tearing everything down every few years, brands need to focus on interoperability — making their existing data, tools, and platforms work together.

Before you overhaul your marketing infrastructure, ask: *Can these systems connect in a smarter way?*

Progress comes from identifying complementary partners to win together alongside - evolving, innovating, and collaborating to drive efficiencies and growth.

Winning in today's data-driven world isn't about having the shiniest new tech. It's about integrating the right pieces, ensuring scalability, and controlling your own destiny by forging strategic partnerships.

2 Media Measurement is Broken — Fix it or Fall Behind

The days of siloed performance metrics are over. Fragmented measurement leads to wasted budgets, misattributed success, and missed opportunities.

That's why LiveRamp introduced **Cross-Media Intelligence** — a new way for brands to build their own report card across media partners. The takeaway? If you're still relying on isolated reports from different channels, you're not getting the full picture.

Marketers need to move toward **holistic, cross-channel measurement** that enables real optimization — not just reporting. The brands that figure this out first will outpace their competition in efficiency and performance.

When it comes to the technical realities of LiveRamp's CMI product, the devil will be in the details as they bring this product to market. However, the push toward more orchestrated and holistic cross-channel performance measurement is here.

3 Retail Media Isn't Just Ads — It's a Business Growth Engine

Retail media networks (RMNs) are no longer just digital shelf space. They're becoming *commerce accelerators*, bridging the gap between brand messaging and actual purchase behavior.

A panel featuring executives from Uber, CVS, PayPal, and NBCUniversal made one thing clear: **authenticated first-party data is the new competitive advantage**. With traditional signals like third-party cookies and others fading, brands must own and activate their own customer data.

For retailers, the playbook is evolving fast. The key is moving beyond simple ad placements and toward **connected, shoppable experiences** across digital and physical touchpoints.

4 AI in Measurement: Full Potential Isn't Here — Yet

AI is transforming marketing, but let's be clear: it's not a magic fix for measurement — yet.

Truth is that we can no longer rely on isolated metrics to understand real business impact — measurement needs to be holistic, consistent, and connected. Brands still face challenges with data quality, transparency, and taxonomy fragmentation across platforms. AI can **speed up reporting and surface insights**, but it won't replace sound measurement methodologies.

As emphasized by Zach Darkow of The Home Depot — to win, marketers need to:

- ✓ *Involve measurement partners early* to align on best practices
- ✓ *Follow IAB standards* for consistency

- ✓ *Prioritize collaboration and data integrity to ensure accuracy*
- ✓ *Commit to transparency to uphold these standards and best practices, fostering open communication between partners to build trust and accountability.*

The future of measurement will be AI-driven, but without clean, standardized data and strong collaboration, AI will only amplify bad decisions.

The Urgency to Adapt is Now.

Brands that fail to integrate interoperable tech, embrace cross-channel measurement, and activate first-party data at scale will struggle to compete. Retail media is evolving, AI is reshaping marketing, and the brands that take action now will dominate the next era of marketing.

To discuss how your business should explore what's next, and unpack things further, reach out to the Annalect@ Data & Technology Solutions leadership team, comprised of data and technology experts from across Omnicom Media Group:

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